

## **Indiana Farm Fresh Beef Program**

Final Report – LP02 – 181

The grant for the Indiana Farm Fresh Beef program had three objectives:

1. Introduce the Indiana Farm Fresh Beef program to consumers through an awareness program at the Indiana State Fair.
2. Introduce the Indiana Farm Fresh Beef program to producers, which includes training, certification and enrolling them into the program.
3. Introduce the Indiana Farm Fresh Beef program to processors through cooperative efforts with the Indiana Meat Packers and Processors Association.

**Objective #1** - The Indiana Farm Fresh Beef program was introduced to consumers during the 2001 Indiana State Fair. The primary focus of the Indiana Beef Cattle Association's display in the Our Land Pavilion was the IFFB program.

- Creation of the IFFB logo – we worked with both Hickman + Associates and Blue Marketing to develop the program's logo
- IFFB trademark – we worked with Bose McKinney and Evans to perform a trademark search and registration of our program's name
- Promotion collateral – we prepared a 2,500 sets of a four-card series of single panel cards that explain the basics of the IFFB program. These cards were titled, "Tell Me More About Indiana Farm Fresh Beef," "Beef – A Nutrition Powerhouse," "Beef Slection and Handling," and "Beef – The Value of Aging." In addition, refrigerator magnets, cups, and pencils were prepared for distribution to fair goers. We purchased 5,000 of each item and most were distributed during the fair. The remaining items in stock will be kept for future use. We prepared banners and additional signage for use in the Our Land Pavilion display and the Cattle Barn displays during the fair and later at other events.
- Product Giveaway – we conducted a drawing for fair goers and gave away ¼ beef per day for each of the 12 days of the fair. Following the event, a member of our staff delivered the beef to the award winners at their homes throughout the state. We purchased three head of beef cattle from one of our producer members and had the meat processed at Beutler Meats in Lafayette.

**Objective #2** – This objective called for several steps, however we were only able to introduce the program and create awareness of the coming program. In addition to the display in the Our Land Pavilion at the Indiana State Fair, we were able to use the same materials at producer events to create greater awareness among potential program partners. These promotional events included:

- Indiana State Fair Cattle Barn display
- Farm Progress Show (Lafayette)
- Midwest Women in Ag Conference

- County Beef Association meetings
- Seven Regional Beef Forums
- Indiana Beef Cattle Association Annual Convention
- Hoosier Beef Congress

Throughout the year, IBCA discussed the IFFB program at producer meetings and discussed it repeatedly in the INDIANA BEEF magazine. The program generated interest among producers and the farm media.

**Objective #3** – This objective involved both awareness and program enrollment, but we were only able to accomplish the first phase. We were on the program at the Annual Convention of the Indiana Meat Packers and Processors Association. We introduced the program, discussed some of the hurdles and opportunities to use the new Beef Value Cuts program, developed by National Cattlemen's Beef Association with support from the national beef checkoff program.

We realized that we were not ready to roll out the training and certification components of the IFFB program. These were included in the original grant proposal, but were not completed during the grant period.

In conclusion, we continue to field a number of questions from consumers wanting to buy beef direct from the farm. In addition, the IFFB program is one of the few beef development initiatives that has generated real excitement among producers. The support of the Office of Commissioner has been invaluable and is pivotal to the success of this program.

Phillip G. Anderson  
Executive Vice President

TO: Pam Robinson  
Grants Administrator

FROM: Phillip G. Anderson, Executive Vice President

DATE: September 30, 2004

SUBJECT: LP02 – 181 Final Report

Enclosed is the Final Report for LP02-181. There were three primary objectives in the original grant proposal. The first objective was accomplished and we were very successful with the program awareness campaign at the Indiana State Fair.

While we were able to create awareness of the programs with both producers and processors, the most costly components of objectives 2 and 3, handbook development and training sessions, were not pursued during the grant's time frame. In that regard, we have accounted for the monies spent for the project and will return the unused funds to you.

You do a great job administering the grant programs for our industry. Thank you for all your assistance and leadership.